

## Video 8: The Visual Communication Planner: from purpose to results

*In this video #8, I show you the base of the Visual Communication Planner, the bottom of our marketing mountain: mission, vision, purpose, and values. Discover more on <https://visualcommunicationplanner.com>*

Hello and welcome to the last training video of the Visual Communication Planner about mission, vision, purpose and values.

This is the last step of our journey, and will actually be the first one when you start climbing your mountain. This element of the VCP is about who you are as an organization.

Let's sum up our journey: the top of our mountain is our goal. Going backward, we have KPIs, then channels and activities. Before that, content, and even before that the Marketing Distinguo. Then product or service. We just reached the base of our mountain.

As happens when a peak has never been climbed, the first steps to take will require you to invest more time. Making the wrong decision here could jeopardize the whole process.

This last element of the strategy is divided into four steps, they concern you or your organization. This is where the climber puts his or her heart into it, takes courage, and finds the right resources to tackle the climb: mission, vision, purpose and values.

Here all the questions that will help you with these elements of the strategy. Remember you can find the canvas, the slides with all the questions on the official website.

Mission:

- Who do you help with your work?
- What is the result they get with your help?
- How do you help them concretely, through your product or service?

Vision: imagine the world you dream of seeing in fifty years, your company has helped to change it through its mission.

- What world is it? How would that be different?
- What problem did you solve?
- Do you really believe your company can solve that problem?

Purpose:

- Why do you do that job? Or why did you start doing it?
- For what purpose was the company born?
- In what do you express your greatest value?

You can also use this sort of magic formula made by my friend Evan Kubicek from Eastern Illinois University, which I would also like to thank for helping with all these videos.

Here it goes: We do (these things) so that (these outcomes occur).

For example: We build the world's fastest blender so that the world can be healthier and focus on what's important.

This is a good formula to get a strong statement that gathers mission, vision, purpose and values all together.

Now you can climb your mountain, all the way up from purpose to results!

Hopefully, at this point, you have already printed the VCP and tried to fill it out several times.

If you don't practice what you learn, it's as if you haven't learned anything.

Thank you for watching these videos. I really hope this marketing canvas can help you in your journey!